# MOTION GRAPHICS

Welcome to Motion Graphics Masterclass!
Are you ready to dive into the dynamic world of motion graphics and unleash your creativity? Our Motion Graphics Masterclass is designed to empower you with the skills and knowledge to craft stunning visual experiences. Whether you're a beginner or looking to enhance your existing skills, this course is your gateway to becoming a motion graphics maestro.

Unlock the Power of Motion
Learn the fundamentals of motion graphics, from keyframe animation to advanced visual effects. Discover the secrets behind captivating transitions, dynamic typography, and seamless integration of graphics into video projects.

**Techzone Academy**

# Why Choose Our Course?

- Expert Instruction Our experienced instructors are industry professionals with a passion for teaching. Benefit from their insider knowledge and hands-on guidance as you navigate the world of motion graphics.

- Project-Based Learning Apply your skills in real-world scenarios through hands-on projects. From concept to completion, you'll create compelling motion graphics that showcase your newfound abilities.

- Cutting-Edge Software Master industry-standard software like Adobe After Effects, Cinema 4D, and more. Stay ahead of the curve and learn the tools professionals use to create eye-catching animations.

# What You'll Learn

1.Fundamentals of Motion Design
  - Introduction to motion graphics
  - Understanding keyframes and animation principles
  - Creating smooth transitions and effects
2. Typography in Motion
  - Dynamic text animation
  - Kinetic typography techniques
  - Incorporating text into video seamlessly
3. Advanced Visual Effects
  - Green screen compositing
  - Particle systems and simulations
  - 3D motion graphics with Cinema 4D

Techzone Academy

# DURATION

5 Months

# Prerequisite

**Laptop**:
4GB RAM at least with Core 2 Duo/Core i3 and above is good for the program

# LEARNING MODEL



**TUTOR-LED
PHYSICAL CLASSES**



**COLLABORATIVE & INTERACTIVE
LEARNING**



**INDIVIDUAL & GROUP
BASED PROJECTS**



**VIRTUAL CLASS**

# About Syllabus

This course introduces students to the principles and techniques of motion graphics design. Motion graphics is a dynamic and creative field that combines graphic design, animation, and video production to convey information, tell stories, and create engaging visual content. Through hands-on projects and theoretical discussions, students will learn the fundamentals of motion graphics, including design principles, animation techniques, and industry-standard software tools.

# Prerequisite

- Basic knowledge of graphic design principles and proficiency in relevant design software (Adobe Creative Suite, specifically Adobe After Effects and Adobe Illustrator).

# Course Duration

- 5 months

**Techzone Academy**

**Discover**
*What Our School Has to Offer!*

# SYLLABUS

**Introduction to Motion Graphics**

- Understanding the definition and scope of motion graphics
- Exploration of historical and contemporary examples

**Fundamentals of Design for Motion**

- Typography and layout principles in motion
- Color theory and its application in dynamic visuals
- Composition and framing for video

**Introduction to Animation**

- Principles of animation (timing, easing, squash and stretch, etc.)
- Keyframing and motion paths
- Utilizing the graph editor

**Adobe After Effects Basics**

- Interface navigation
- Layer management and organization
- Basic animation tools and effects

**Creating and Manipulating Assets**

- Vector graphics for motion
- Importing and working with external assets
- Incorporating 3D elements

# SYLLABUS

**Advanced Animation Techniques**

- Expressions and scripting for automation
- Kinetic typography
- Advanced motion tracking

**Sound Design for Motion Graphics**

- Importance of audio in motion design
- Synchronization of sound and motion
- Basics of creating and incorporating sound

**Project Planning and Storyboarding**

- Developing a concept for motion graphics projects
- Storyboarding techniques
- Planning and organizing project timelines

**Industry Standards and Best Practices**

- Overview of industry trends and emerging technologies
- Creating content for different platforms (social media, web, etc.)
- Collaboration and workflow considerations

**Portfolio Development**

- Compilation and presentation of the students' best work
- Feedback and critique sessions
- Strategies for self-promotion in the field

**NOTE:** *This syllabus is subject to change at the discretion of the instructor. Any modifications will be communicated in advance to the students.*

# SYLLABUS

## Assessment:

- Project Assignments (40%): Completion of hands-on projects demonstrating understanding of design and animation principles.

- Quizzes and Exams (20%): Assessing theoretical knowledge and understanding of software tools.

- Class Participation and Discussions (15%): Active engagement in class discussions and critiques.

- Final Project (25%): Comprehensive motion graphics project demonstrating proficiency in all course concepts.

**NOTE:** *This syllabus is subject to change at the discretion of the instructor. Any modifications will be communicated in advance to the students.*

# ABOUT US

We are a school for individuals looking to gain
technical skills and kickstart a career in Tech.
Tech Zone Academy Offers Training,
Consultancy, Advisory And All Related Services In
All Areas Of
Information Technology Including Computer
Hardware And Software, Data
Communication, Telecommunications.
We deliver world-class software training, and
tech infrastructure, to software engineers in
rural and urban Africa, while deploying their
skills to global technology needs.
Take your skills from beginner to industry ready
in 6 - 12 months. Neither a degree nor prior tech
experience is required.

# Apply Now

Limited spots available, apply now at techzone.academy

## Why choose us?

| | |
|---|---|
| Small Class Sizes | Experienced Teachers |
| Safe Environment | Supportive Peers |

# Open Enrollment

for students of all backgrounds and abilities. Come visit us to learn more!